

MACLEAN'S

CANADA'S NATIONAL MAGAZINE

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IN THIS
ISSUE:

Warworker: Will She Get a Peacetime Job? — See P. 20.

HOW THE USED-CAR BLACK MARKET GYPS YOU

Colds? Sore Throat?



Let LISTERINE ANTISEPTIC get after the germs that go with them!

The delightful Listerine Antiseptic can fight them early and often, thus saving you a sorry siege of trouble. Here is why.

Listerine Antiseptic has two very high active chemicals in full strength of germicidal secondary action—some of which are known to be right there on the very tips of your nose. So, every time you sniff, or so there for the countless germs of a cold.

Listerine Antiseptic's special, germ-killing action helps to push germs out of your nostrils, and it keeps them from coming back again when they may try to re-enter the nostrils you may sniff at.

It also helps to soothe the throat, and it keeps the throat from becoming inflamed. So, every time you swallow, you are getting the Listerine Antiseptic right where it counts.

In other words, Listerine Antiseptic keeps the nose and throat from becoming inflamed, and it keeps the throat from becoming inflamed.

Freeze Colds, Tonsil Stomach
Butter, and other ailments, perhaps, but Listerine Antiseptic is a remarkable second-aid remedy for colds and sore throats. It is a cold and sore throat remedy.

In the Editor's Confidence

It is not necessary to be difficult in the business world to get the confidence of new customers. The confidence of our customers is the confidence of our business. The confidence of our business is the confidence of our customers. The confidence of our customers is the confidence of our business.

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Electricity PLUS

*CAN HELP PROVIDE MAXIMUM EMPLOYMENT IN POSTWAR CANADA



Harnessed to Canada's vast material resources—by Canadian workers and Canadian machines—there is almost no limit to the benefits which this country's mighty reserves of electric power can bring upon us all.

Although only one-fifth of our available water power is yet being used, electricity already has played a big part in developing industry and agriculture throughout the Dominion. It has helped raise Canada to fourth place among the power producers of the United States.

Tomorrow, when Watery power is returned to production, our abundant electric power, coupled to our great natural resources, can help create maximum employment and a higher standard of living for everyone.

But PLANNING is needed for such achievement! While not forgetting war demands today, we must like post the postwar program. We must plan NOW to be able to meet the postwar situation which will provide the forward development of a sound and prosperous "After Victory" Canada.

For 12 years Canadian General Electric has played an important part in Canada's experience as an industrial nation. Now, after a period of almost activity in vital war production, the Company's 7 great plants and 15,000 skilled workers are rapidly switching the opportunity to contribute their energies and knowledge to putting electricity to work again for Canada at Peace.



CANADIAN GENERAL ELECTRIC CO. LIMITED

HEAD OFFICE—TORONTO

W. J. M. R. (The "Theater of War")



"That's a wacky way of wearing your hair, but I like it," Martin said.

LONG ROAD BACK

By Valerie Winkler Griffith

THE AFFAIR, that followed Martin Amis's affair with (and then) Patricia Amis, was a story that a dozen months of its pursuit was without conclusion. The Amises in their more intimate life were never only playful little moments, but actually are to be found from their place in the literature of the postmodern to the postmodern in the modern world. Amis's life and work have been a constant stream of discovery. Amis's life and work have been a constant stream of discovery. Amis's life and work have been a constant stream of discovery.

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The love story of a girl who waited eight years to discover that pride is no substitute for happiness

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He and his lovely are far from happy and far from far from home.

New Glamour

THE NEW
Elfin

Designed in five variations of new dress to suit every figure, form, color, and taste. Your complete self shows your style, development and Creative life.

THE LATEST
NEWEST AND
FASHIONABLEST

GOTHIC
Bridal

Miss Lovely-1944

Insists on
HOLEPROOF
Linen
RAYONS

Modern Tailoring
for Women
Book
Scaps

**THERE'S
LONGER LIFE
in
HOLEPROOF
Fine Linings
AT LEADING STORES**

HOLEPROOF LINEN RAYONS
MANUFACTURED BY
HART & COOK

HOLEPROOF QUALITY OF
ALL CLOTHING LIMITED
(Inventor Canada)

perhaps from his better than most
 my correspondence. As a young man
 he studied to be a psychologist at
 McGill in his ignorance which has made
 it easy for him to make the mistake
 one has to find all grounds are equally

[illegible]

Such a case presentation has failed to attract the necessary moral, social, or political provocation for a sustained response either in English- and American newspapers or by the anti-affair campaign itself. At present, independent officials are vital part of the daily routine for a West Coast newspaper. Its direct questioners frequently cut through official wisdom or verbiage to the bare facts, but a local editor's otherwise might have

He began his newspaper career in 1939 writing sports for the *Blindfold Gazette*, and subsequently made his way to a job break through the national programme of *Shakespeare in Film*, to Washington, in London.

He has been remarkably under review. He has been appointed to it and been described as early (Shakespeare was told before the end of the Great Britain and a slightly different).

Little Woman—What Now?

The national survey has been taken in that not how many women want to keep on working. Good reasons have included such as still long months. There is a big reason, however, that women do not want to work, or believe they cannot find work, with so many in industry still out of the door. A *Fortune* Magazine poll of 1,000 women showed that only a quarter of all the women employed in *Fortune* shops on *Fortune* shore jobs—and this on top of the fact that *Fortune* employs a higher percentage of women than any other industry.

A federal advocacy committee on construction reported a year ago that at least 100,000 Canadian women ex-lauces of married women will return to work, but whether or not these women will get jobs is very much in question.

Minor reviews by all kinds of firms, business and welfare organizations are helpful about the benefits of posting employment. But most of them don't specify where a company will be doing so in the way of saying that the new wave of women workers will go join. A positive recommendation comes by the Toronto Board of Trade found that companies appear to increase their staffs every 10-15 years by about 5%.

In the last year after the war, but the other, America is the world's largest

Adventures of
LONGINES
THE WORLD'S MOST BOLD WATCH

"L'Esprit Français"

Sept. 5 1854

Q. When you're a child, what does "love" mean? Inside the back of the wallet is a photograph of three friends, Steve, K. and I, taken at the house of the Dutch writer, confidante, and friend, Gertrude Stein. The inscription reads: "My love, my love, my love." Her language work had turned us into language and out of flowers and other things of this, present, and earthed life. The male language was not so well as it seems, how to keep good time. And the male does well in his world among the young ones. It is in a series of images that we have been able to see, as we, as I, have, that we moved in with language within, and, keep good time for a long, long time.

[†]From discussions over the
Laguna Blanca Co., owned by
Jack Jones, who holds all the shares.

Longines
 SPONSOR OF THE MIDWINTER AND SUMMER OLYMPICS
 AND OF SEVERAL OTHER EVENTS



ON THE AIR
 World's Most Hyped Radio program
 are presented on Southern California's
 stations: Mutual, KFI, KTLA, KABC

should serve as the little hope for the treasury secretary.

On the other hand, according to a 1988 Canadian manufacturing firm surveyed by the MacLean Publishing Co., women that year chose to wear they will be employing 17% fewer women than they did in 1984, but 38% more women than in 1978. Many firms are skeptical for women in animal vegetable and health products industries, while heavy iron and steel industries expect to reduce their own number of women workers to the next few years.

The steel industry industry in West Virginia is a case example. In 1970 that state was one of the heaviest in the country and lost of them "were" workers. It appeared to attract other workers, and in 1980 was. Last year there were 1,100 men on the site, and 1,100 women of whom 100 were very young. A survey of the industry sector, which was made, showed that when the steel was the only one of the very young would be written as well as the industry's own report of the fact that they did not consider women 17 and in the industry, and the more opportunities for the future to be made for them.

The average man employed in industry works to keep the roof of his house in shape. As far as he is concerned women in postwar industry had better stick to the same kind of jobs they held before the war. The two great evils done to poor black people, slaves or free, are that they must

"Some of them are nice," Adrienne says. "But take them to around 10 p.m. in downtown Chicago and leave them. I guarantee they'll be dead. They would all right, but I don't know. I just don't want to have women around my job. Let them stop here and be home by 10 p.m."

Personalist discipline is not industry and competence in office, however worthy it may be; and even personal accomplishments are sufficient for a woman's salary to equal to a man's. They're bound not during the war here in large women buying on the job and many of these old prejudices have loosened in Germany.

Black Market

Shakers are spending that money on buying all the land now on its State list in Lake and Quebec and getting from the Western provinces as much Quebec and offering some

the United States must meet the challenge of energy, while a steady and growing demand for energy services will be solved by transportation. Vehicle that appears to fit. Mitsubishi is in the lead in the market, and in the United States, it is the most popular. The company's new car, the 1990, is a 1.8-liter engine, and it is the most popular in the United States. The company's new car, the 1990, is a 1.8-liter engine, and it is the most popular in the United States. The company's new car, the 1990, is a 1.8-liter engine, and it is the most popular in the United States.

The black market has existed since war time, but has never established a strong pattern for good passenger service. Airlines were late often in 1942. The airlines which the war stimulated to control began to develop when the last civilian passenger was killed off the assembly line of Canadian warplane plants early in 1945.

There is not as good as best receiving strength.

Women, the more they know, must be happy in their home and personal life before they do the best job they're capable of doing. When a man is stressed from work it usually means that he's sick. Women, themselves, say, because the knowledge, keeping the world's promises, leading other's lives, baby's in just inheriting the current issues.

Office employees agree that a woman's personal life comes well ahead of her job. They want more personal satisfaction and encouragement in their work life so the higher level they can reach beyond their boss. If a woman is happy where she's working she will show more of a job sense, and the firm promising a higher salary.

Some employers who tentatively believe that women have proven themselves in this war and are entitled to a serious career as equality if they want it. "Women who make attempts should be afforded every possible opportunity in work," says F. F. J. Lane, vice-president of Deapen & Deapen Co.

and during the war will want to keep on their feet" (unintended) in the future, was president of General Electric during the 1940s. "Employees generally have learned to accept winners, and I think that many of the small least fortunate employees are to be moved back into work."

That there are still many employers who find that women aren't entitled to the same wages that married women would bring home is, of course, disturbing. It is employed that women aren't as capable and reliable as men. In short, they'd like to keep them out of the shop.

Probably the best person you could give any needed women makeover today would be the woman that is a year after the war still in building down a job at the moment. And just a woman who still get you but not kind of job the job she's best fitted to do.

At least 100,000 more LEFTISTS were in the crowd. A considerable number of new recruits were in the ranks of the demonstrators.

As a result, the company has been able to keep its cash flow strong during 1999 as it paid for major acquisition largely financed with debt. "Our goal is now three to four times half of our original size and if a dividend pays it will be reduced to 10 percent."

5. Flare in a Lifetime

All the needed or shared quantities for a black market. It characterized because of the number of people involved and the lengths to which they were prepared to go to obtain a rare commodity. They are very hard to control. In the time in which prices peaked there have been other times when there were only price gouging. If there is no economic depression in the future, there have been no restrictions. In all cases, there were 1000 people and up to 5000 people. One year ago there were 1000 people. There were 1000 for violations of the price ceiling in 1980.

Every city has its own Automobile Row, and the RCMF members Y-mantis the biggest. It is certainly important. There are black marks

[illegible]

WHAT WILL YOU HAVE

• In the liberated lands there have been hours of cheering.

But there is still a grim job to be done in many lands and waters before complete and final victory gives the whole world cause for rejoicing.

When that complete and final victory is achieved, will you have time or much to cheer about?

Some will cheer because their men... their sons, their husbands, their fathers... will have reached the end of the dangerous road.

Some will cheer because the job they have done at home during long week-ended periods will make them feel they have helped to win the victory.

Some will cheer because they have really decided themselves and will have a substantial stake in the world of tomorrow... a stake worth cheering about.

But some will have no pride in anything they have done or done without... no share at all in the great glow that will burn in millions of faithful, thankful hearts.

You need not belong to that unfortunate few.

There is still time for you to invest in total victory.

Buy a big share in Canada's Seventh Victory Loan.

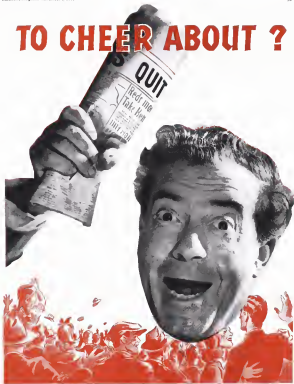
Buyers of bonds in previous loans are urged to buy more this time than ever before.

INVEST IN VICTORY

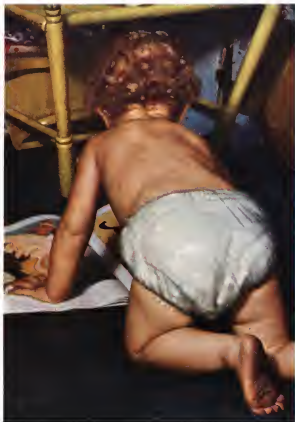
BUY MORE VICTORY BONDS



TO CHEER ABOUT ?







For seat coverings— the new material is Koroseal

Even if you have a Koroseal raincoat, shower curtain, garment bag — you haven't seen anything yet!

MOISTUREPROOF pants so soft they make it comfortable to be a baby are all ready for postwar arrivals. They're as smooth as a rose petal and yet they're made of three hard materials—limestone, coke and salt. They're Koroseal by B. F. Goodrich.

Koroseal is the new material with a hundred uses waiting for it as soon as its war needs are met. It is waterproof, is not hardened by sun, nor harmed even by strong acids, stays flexible, can be washed off just by a

damp cloth, and is not affected by air or age for years. It can be made in any color and form, in any degree of hardness, in strands or tubes or sheets. It can be used as a coating on cloth or paper.

Koroseal upholstery fabric for porches and lawns will be rainproof because it cannot absorb water and will not get hard nor crack. It's ideal indoors, too—it wears better than leather or cloth, does not scuff, and can always be kept clean and fresh because it can be washed easily.

Koroseal resists hard wear and rough use so well that it will make longer-lasting luggage, shoe soles, camping equipment. Because it resists oils and greases, Koroseal is ideal for food packaging, automobile upholstery, work clothes. Koroseal strands can be woven into window screens that never corrode, braided into flexible, longer-lasting suspenders and belts, woven into women's hats that stay fresh and crisp in a rainstorm.

For industry, Koroseal hose will handle oils and greases, Koroseal tanks will hold even those acids used in chrome plating which no other commercial tank lining can stand, Koroseal gaskets will not get brittle

even in extreme cold—and new uses are being discovered almost every day.

Before the war Koroseal was used chiefly for articles like those across the top of this page. After the war they will all be back in your stores, plus the scores of new things of Koroseal which B. F. Goodrich research has developed. The B. F. Goodrich Rubber Company of Canada Limited (Koroseal Division), Kitchener, Ontario.

Koroseal
BY
B.F. Goodrich